



# Quality Analysis of Service "One Kecamatan One Center of Entrepreneurship" (OK OCE) in East Jakarta

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## Article Info

### Keyword:

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**Abstract:** In August 2018 DKI Jakarta Province recorded an unemployment rate which decreased by 6.24 percent from the previous March 2017 of 7.14%. The proportion of workers with worker/employee status has decreased while the status of self-employed has increased. The increasing percentage of self-employed people indicates that the interest in entrepreneurship in the population of DKI Jakarta has increased, in line with the intense socialization of the Integrated Entrepreneurship Development program that began with a community movement called OK OCE. The purpose of this study is to analyze the quality of Integrated Entrepreneurship Development services in the Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District and determine what factors affect the quality of Integrated Entrepreneurship Development services. This research uses a descriptive method with a qualitative approach, this research was conducted by observation, interview, and documentation techniques. The theory used in this study is the theory of Zeithaml (1990) with 5 indicators of service quality measurement, namely tangible dimensions, reliability, responsiveness, assurance, and empathy. Every dimension has indicators to measure service quality. In this study, triangulation was used to check the validity of the research data. The results showed that the Integrated Entrepreneurship Development service quality of the five dimensions measured was still relatively Good.

### Kata Kunci:

Kualitas;  
Layanan;  
OK OCE.

**Abstrak:** Pada Agustus 2018 Provinsi DKI Jakarta mencatatkan angka pengangguran yang turun 6,24 persen dari sebelumnya Maret 2017 sebesar 7,14%. Proporsi pekerja dengan status pekerja / pegawai mengalami penurunan sedangkan status wiraswasta mengalami peningkatan. Meningkatnya persentase wiraswastawan tersebut mengindikasikan bahwa minat berwirausaha penduduk DKI Jakarta semakin meningkat, sejalan dengan gencarnya sosialisasi program Pengembangan Kewirausahaan Terpadu yang diawali dengan gerakan masyarakat bernama OK OCE. Tujuan penelitian ini adalah untuk menganalisis kualitas layanan Pengembangan Kewirausahaan Terintegrasi pada Unit Pelaksana Koperasi Mikro Kecil Menengah (CMSME) di Kabupaten Jatinegara dan mengetahui faktor-faktor apa saja yang mempengaruhi kualitas layanan Pengembangan Kewirausahaan Terintegrasi. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif, penelitian ini dilakukan dengan teknik observasi, wawancara, dan dokumentasi. Teori yang digunakan dalam penelitian ini adalah teori Zeithaml (1990) dengan 5 indikator pengukuran kualitas pelayanan yaitu dimensi tangible, reliability, responsiveness, assurance, dan

*empathy. Setiap dimensi memiliki indikator untuk mengukur kualitas layanan. Dalam penelitian ini triangulasi digunakan untuk memeriksa keabsahan data penelitian. Hasil penelitian menunjukkan bahwa kualitas pelayanan Pengembangan Kewirausahaan Terintegrasi kelima dimensi yang diukur masih tergolong Baik.*

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## INTRODUCTION

Jakarta is the capital of Indonesia where the population growth rate in Jakarta is increasing every year. According to the Central Statistics Agency projection, in 2019 Jakarta's population will be 10,504,100 people and it will be 10,576,400 in 2020. Jakarta's large population must be seen as the main capital in driving the progress of the city. Human capital is knowledge, expertise, ability, and skills that make humans the capital or assets of an organization or company. Jakarta's large Human Resources are expected to be more competitive in the ASEAN Economic Community era. The Central Statistics Agency of DKI Jakarta states that from the projected population of Jakarta, the largest contributor to Jakarta's population is the productive age population, which is 7.5 million people with an age range of 15-64 years. Jakarta can reap maximum benefits from demographic bonuses, where the age of the productive worker is more available. The availability of abundant productive age human resources must be balanced with an increase in quality in terms of education and skills, including its relation to dealing with labor market openness.

Unfortunately, the number of productive ages is not matched by a large number of jobs, causing unemployment problems in DKI Jakarta. Indonesia, the indicator used to measure unemployment following the ILO concept is the Open Unemployment Rate. The following is a table of open unemployment rates for all provinces in Indonesia in the 2008-2018 range:

**Table.1 Data on Indonesia's Open Unemployment Rate based on The Central Statistics Agency**

The Open Unemployment Rate (The Open Unemployment Rate) By Province within 2008-2018												
Province	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
											Feb	Aug
Aceh	9,56	8,71	8,37	9,00	9,06	10,12	9,02	9,93	7,57	6,57	6,55	6,36
North Sumatera	9,10	8,45	7,43	8,18	6,28	6,45	6,23	6,71	5,84	5,60	5,59	5,56
West Sumatera	8,04	7,97	6,95	8,02	6,65	7,02	6,50	6,89	5,09	5,58	5,55	5,55
Riau	8,20	8,56	8,72	6,09	4,37	5,48	6,56	7,83	7,43	6,22	5,72	6,20
Jambi	5,14	5,54	5,39	4,63	3,20	4,76	5,08	4,34	4,00	3,87	3,65	3,86
South Sumatera	8,08	7,61	6,65	6,60	5,66	4,84	4,96	6,07	4,31	4,39	4,02	4,23
Bengkulu	4,90	5,08	4,59	3,46	3,62	4,61	3,47	4,91	3,30	3,74	2,70	3,51
Lampung	7,15	6,62	5,57	6,38	5,20	5,69	4,79	5,14	4,62	4,33	4,33	4,06
Bangka Belitung Island	5,99	6,14	5,63	3,86	3,43	3,65	5,14	6,29	2,60	3,78	3,61	3,65
Riau Island	8,01	8,11	6,90	5,38	5,08	5,63	6,69	6,20	7,69	7,16	6,43	7,12
DKI Jakarta	12,16	12,15	11,05	11,69	9,67	8,63	8,47	7,23	6,12	7,14	5,34	6,24
West Java	12,08	10,96	10,33	9,96	9,08	9,16	8,45	8,72	8,89	8,22	8,16	8,17

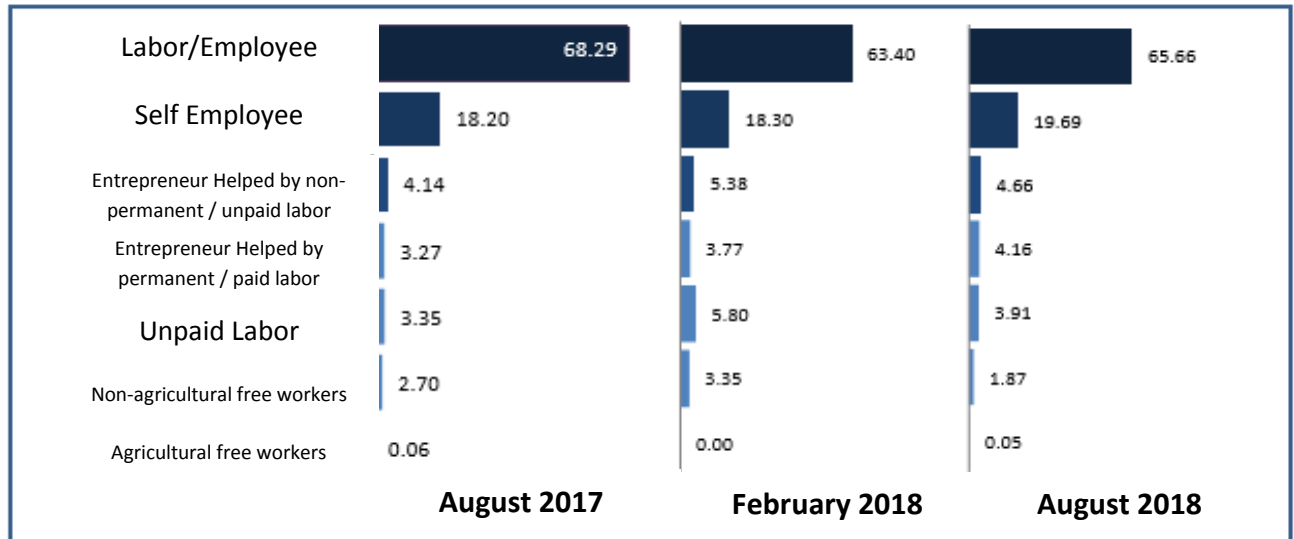
The Open Unemployment Rate (The Open Unemployment Rate) By Province within 2008-2018												
Province	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	
											Feb	Aug
Central Java	7,35	7,33	6,21	7,07	5,61	6,01	5,68	4,99	4,63	4,57	4,23	4,51
Special Region Of Yogyakarta	5,38	6,00	5,69	4,39	3,90	3,24	3,33	4,07	2,72	3,02	3,06	3,35
East Java	6,42	5,08	4,25	5,38	4,11	4,30	4,19	4,47	4,21	4,00	3,85	3,99
Banten	15,18	14,97	13,68	13,74	9,94	9,54	9,07	9,55	8,92	9,28	7,77	8,52
Bali	3,31	3,13	3,06	2,95	2,10	1,83	1,90	1,99	1,89	1,48	0,86	1,37
West Nusa Tenggara	6,13	6,25	5,29	5,25	5,23	5,30	5,75	5,69	3,94	3,32	3,38	3,72
East Nusa Tenggara	3,73	3,97	3,34	3,11	3,04	3,25	3,26	3,83	3,25	3,27	2,98	3,01
West Kalimantan	5,41	5,44	4,62	4,60	3,54	3,99	4,04	5,15	4,23	4,36	4,15	4,26
Central Kalimantan	4,59	4,62	4,14	3,54	3,14	3,00	3,24	4,54	4,82	4,23	3,18	4,01
South Kalimantan	6,18	6,36	5,25	6,29	5,19	3,66	3,80	4,92	5,45	4,77	3,86	4,50
East Kalimantan	11,11	10,83	10,10	11,43	9,02	7,95	7,38	7,50	7,95	6,91	6,90	6,60
North Kalimantan	-	-	-	-	-	-	-	5,68	5,23	5,54	4,68	5,22
Sulawesi North	10,65	10,56	9,61	10,10	7,98	6,79	7,54	9,03	6,18	7,18	6,09	6,86
Central Sulawesi	5,45	5,43	4,61	6,78	3,95	4,19	3,68	4,10	3,29	3,81	3,19	3,43
South Sulawesi	9,04	8,90	8,37	8,13	6,01	5,10	5,08	5,95	4,80	5,61	5,39	5,34
Southeast Sulawesi	5,73	4,74	4,61	4,69	4,14	4,38	4,43	5,55	2,72	3,30	2,79	3,26
Gorontalo	5,65	5,89	5,16	6,74	4,47	4,15	4,18	4,65	2,76	4,28	3,62	4,03
West Sulawesi	4,57	4,51	3,25	3,35	2,16	2,35	2,08	3,35	3,33	3,21	2,45	3,16
Maluku	10,67	10,57	9,97	10,81	7,71	9,91	10,51	9,93	7,05	9,29	7,38	7,27
North Maluku	6,48	6,76	6,03	5,34	4,82	3,80	5,29	6,05	4,01	5,33	4,65	4,77
West Papua	7,65	7,56	7,68	6,73	5,42	4,40	5,02	8,08	7,46	6,49	5,67	6,30
Papua	4,39	4,08	3,55	5,02	3,71	3,15	3,44	3,99	3,35	3,62	2,91	3,20
<b>Indonesia</b>	<b>8,39</b>	<b>7,87</b>	<b>7,14</b>	<b>7,48</b>	<b>6,13</b>	<b>6,17</b>	<b>5,94</b>	<b>6,18</b>	<b>5,61</b>	<b>5,50</b>	<b>5,13</b>	<b>5,34</b>

From the table.1 the Open Unemployment Rate in Jakarta increased to 7.14% from the previous March 2017 of 5.36%. This figure is still above the national unemployment rate of 5.50 percent (Monthly Report on Socio-Economic Data, 97 June 2018 Edition). But in August 2018 DKI Jakarta Province recorded an unemployment rate of 6.24 percent where the The Open Unemployment Rate 2018 decreased from the 2017 The Open Unemployment Rate (Official Gazette of Statistics No. 53/11/31 / Th. XX, 05 Nov 2018).

According to the Central Statistics Agency in the past year (August 2017-August 2018), the proportion of workers with worker/employee status decreased from 68.29 percent to 65.66 percent (decreased 2.63 points). While in the status of self-employment there was an increase in

the proportion of workers by 1.50 points, from 18.20 percent in August 2017 to 19.69 percent in August 2018. Similarly, unpaid workers increased from 3.35 percent to 3.91 percent in August 2018. The percentage of agricultural free workers was relatively stable between August 2017 - August 2018, only down 0.01 percent, from 0.06 percent to 0.05 percent

#### Percentage of Population Working according to main employment status during 2017-2018



**Figure.1** Percentage of Population Working by Main Job Status 2017-2018

Figure.1 shows a decrease in the percentage of people who work as employees and an increase in the percentage of self-employed people. This indicates that the entrepreneurial interest of Jakarta residents has increased, along with the awareness that being an entrepreneur can improve the welfare of the family economy, apart from being an entrepreneur having the freedom to work and be independent especially in this industrial era 4.0.

#### Formulation of the problem

From the background of the above problems, the research problem formulation is as follows;

1. How is the service quality of "One District One Center of Entrepreneurship" (Ok Oce) in East Jakarta?
2. What are the supporting and inhibiting factors of "One Kecamatan One Center Of Entrepreneurship" (Ok Oce) Services in East Jakarta?

#### Research purposes

This research was conducted aiming;

1. To analyze the service quality of "One District One Center Of Entrepreneurship" (Ok Oce) in East Jakarta
2. To find the supporting and inhibiting factors of the service "One District One Center Of Entrepreneurship" (Ok Oce) in East Jakarta

#### Research focus

This research was conducted to determine the quality of OK OCE services provided by the Provincial Government of DKI Jakarta in synergy with PGO towards the community who register

to become OK OCE members. So to analyze it, the authors use the theory of Berry-Zeithaml parasuraman through 5 service quality indicators, namely:

- a. Tangibles: Does the OK OCE service to the community have physical office facilities, waiting rooms, information places, Uniformity of Officers? How is the quality?
- b. Reliability: The ability and reliability of the Government to provide trusted OK OCE services to the public
- c. Responsive: The ability of the DKI Jakarta Provincial Government to assist and provide OK OCE services quickly and accurately, and be responsive to the wishes of the community
- d. Assurance: The ability and friendliness and courtesy of the blue vest task force in convincing OK OCE to the community
- e. Empathy: Sincere and individual attention from OK OCE officers and efforts to understand the wishes of the community specifically

### **Prior Research**

This study begins by conducting a literature review on the results of previous studies, with some research on the Policy Implementation study. Also, previous research is useful to provide an initial overview of the study related to the problems in this research.

The first study entitled Analysis of the Effectiveness of the Joint Business Group as an Instrument for Poor Poor Handling by Anwar Sitepu (Socio Informa Journal, ISSN no: 2502-7913, Vol 2 No. 1 of 2016 by this research aims to find out: 1) the existence and effectiveness of KUBE as poor handling instruments and 2) factors that cause success or failure of KUBE. The results of this study are the existence of KUBE in the field does not last long, the businesses that are built do not develop. KUBE is lacking or not effective enough as an instrument for handling the poor. Factors that make KUBE less effective are: (a) the formation of KUBE is impromptu; (b) minimal socialization before the implementation of activities; (c) tends to be top-down; (d) misdirected; (e) type of business is not suitable with local resources; (f) type of business is not following the habits (culture) of the community; (g) business management (trade) is inappropriate; (h) the division of labor is not felt to be unfair; (i) seeds (livestock) are too small; (j) the companion is not reliable; (k) supervision is not optimal. The ten factors are interrelated with one another. Overall the point is that the management of program implementation starting from planning, organizing, directing and controlling is still weak

The second study entitled Model of MSME's Competitiveness and Excellent Product Performance in Indonesia: an Approach of Government Policy by Ernani Hadiyati and Sugeng Mulyono (International Journal of Business and Social Science, ISSN no: 2219-1933 (print) 2219-6021 (online), Vol 8 No. 2 February 2017 Faculty of Business and Economics, Gajayana University). The research aims to produce a relationship model that illustrates the policy implementation of government policies that affect the performance and competitiveness of MSMEs. The method used is a literacy study of some of the latest journals and books. The results of this study stated that the role of MSMEs in the Indonesian economy was very strategic proven in saving Indonesia from the crisis in 1997 because of its flexibility in absorbing jobs and reducing unemployment. The government must take a role in empowering MSMEs to be competitive

The third study entitled Empowerment of MSMEs Based on "One Village One Product (OVOP)" As a Popular Economy Movement in the Metal Industry in Hadipolo Kudus Village by Ita Rakhmawati (P-ISSN: 2442-3718, E-ISSN: 2477-5533 Vol: 7 No. June 1, 2019 Publisher: Journal of Islamic Business and Management by Ita akhmawati). The purpose of this research is to see the effectiveness of the development of OVOP in SMEs of the Hadipolo Kudus Village Metal industry. This research is a type of field research with a qualitative descriptive approach. Data collection techniques through interviews, observation, and documentation. Data analysis techniques start from reducing data to concluding. OVOP-based empowerment analysis parameters include objectives, initiators, parties involved, sources of funding, stages of implementation, forms of participation in determining products, designs, forms of assistance,



and marketing channels. The results showed that all of these parameters were running but not yet reached the maximum, efforts needed to be made to improve.

The Fourth Research entitled Development of E-Commerce for MSMEs in Facing Online Shopping Culture Transformation by Nadia Sigi Prameswari, Mohamad Suharto and Narsen Afatara (Journal of Management Dynamics, ISSN No. 2086-0668 (print) 2337-5434 (online) DOI: 10.15294 / jdm .v8i2.12759 Vol. 8, No. 2, 2017, 188-198 by Nadia Sigi Prameswari, Mohamad Suharto and Narsen Afatara Sebelas Maret University, Surakarta, Indonesia). This study aims to examine the factors that make people prefer to shop online, online media characteristics preferred by the community, and the obstacles faced by MSMEs in facing business competition. The results of this study indicate that the public is very enthusiastic about the use of E-commerce and many consumers start shopping online given the easy process and time efficiency. Based on research, the media used by respondents is social media, because it is easily accessed. Also, because of the quick response from sellers, social media like Facebook, Instagram, Twitter, etc. are widely used by respondents. The results of the study explained that the problem faced by MSMEs in business competition is that many MSMEs have not yet utilized E-commerce to increase business to a higher level. Many MSMEs have not made good use of e-commerce despite the awareness of the great potential to develop and maintain the company due to a lack of insight and knowledge about current technological developments. The development of E-commerce is very much needed to meet the needs of consumers and to improve MSMEs. E-commerce plays a vital role in the economies of many countries, especially in MSMEs in increasing the number of transactions.

The fifth study entitled Are SME's Products and Local Government Programs (OVOP) Coherent? by Ana Shohibul MA, Sarijayanto, Sarwoto. (ISSN: 1979-715X. Vol 12 No.1 of 2019 DOI: <https://doi.org/10.15294/jejak.v12i1.17137> Publisher: TRACE By Ana Shohibul MA, Sarijayanto, Sarwoto) This study aims to analyze the coherence between government policy through the Regional Leading Product Development Program (under OVOP) with a selection of the main SME products in the province of Central Java. The analysis uses an analytic hierarchy process (AHP), on data collected through group discussions (FGD), questionnaires, and secondary data. The results of this study showed weak evidence that there is coherence between government and SME programs / SME main product choices, there are only 6 districts/cities that have SME coherence: Grobogan, Blora, Rembang, Magelang (city), Brebes, and Banjarnegara districts, while districts / other cities do not have coherence between SMEs and Government policies. Supply-side policies, volume orientation, partial support, and several other factors are the cause of the mismatch. This finding implies that there is a need for evaluations, downstream policies, business relations (including education) to support developing SMEs

## **Service**

According to Sutopo (2000: 30), there are two related to the concept of service, namely serving and service? The definition of service is "helping to prepare (take care of) what someone needs" While service is "an effort to serve the needs of others". From these two understandings, it can be concluded that service is an attempt to help (take care) what is needed by others.

Services and services are a primary need for all citizens. Siagian (in Hardiyansyah, 2018: 13) said that the government in the State essentially carries out two main types of functions, namely the regulatory and service functions. The regulatory function is usually associated with the nature of the modern state as a legal state, whereas the service function is related to the nature of the state as a welfare state.

Zeithaml et al (in Hardiansyah, 2018) say what is meant by service is: "Service is all economic activities whose output is not a physical product or construction is generally consumed at that time is produced and provides added value in a form (such as convenience amusement comfort or health)"

The definition of service according to Gronroos (in Ratminto, 2006: 2) is an activity or a series of activities that are invisible virtual (cannot be touched) that occur as a result of interaction between consumers and employees or other matters provided by the service provider company intended to solve consumer problems. This Gronroos statement also means that service is an activity carried out by a person or organization to provide value or benefit to consumers.

Moenir (2005: 47) states that service is the process of fulfilling needs through other people's activities directly. Moenir's opinion implies that humans as social beings certainly cannot stand alone, or need help from others in meeting their needs.

From several theories about service, the definition of service can be given as follows: Government service (service) to the community is a right of citizens who are under the auspices of a State that must be fulfilled.

Therefore, service as a process of meeting needs through other people's activities director is a concept that is always actual in various institutional concepts. Not only in business organizations but has expanded more broadly. Then the service is an activity or activity provided by the service provider to the object being served to facilitate and fulfill their needs. In service, maximum performance is needed in the form of attitudes, behaviors, and actions that are displayed when providing services

### **Service quality**

According to Sinambela, et al (2006) "Quality is everything that can meet the desires or needs of customers (meeting the needs of customers." Meanwhile, according to Goetsch & Davis in Tjiptono et al. (2005), Service quality is a dynamic condition associated with products, services, people, processes and the environment that meet or exceed expectations, are also interpreted as something related to meeting the expectations/needs of customers, where service is said to be quality if it can provide products and services according to customer needs and expectations.

To be able to assess the extent of the quality of public services provided by government officials, there need to be criteria that indicate whether a public service provided can be said to be good or bad, quality or not. In this regard, Zeithaml, et al (1990) say that: SERVQUAL is an empirically derived method that may be used by a services organization to improve service quality. The method involves the development of an understanding of the perceived service needs of target customers. These measured perceptions of service quality for the organization in question, are then compared against the organization that is "excellent". The resulting gap analysis may then be used as a driver for service quality improvement

SERVQUAL is an empirically derived method that can be used by service organizations to improve service quality. This method involves developing an understanding of the service needs felt by the customer. This is measured from the perception of service quality for the organization concerned, then compared to an "excellent" organization. The resulting gap analysis can then be used as a guide for improving the service quality.

Furthermore, Zeithaml, et al (in Hardiyansyah, 2018: 56) states that the quality of service is determined by two things, namely: expected service and perceived service. These two things are determined by the 10 Dimensions of Tangible Service Quality (visible/touchable), Reliable (Reliability), Responsiveness (Responsiveness), Competence (Competence), Courtesy (friendly), Credibility (trustworthy), Security (sense of security), Access (access), Communication (communication), Understanding the Customer (understanding customers), which is simplified into 5 dimensions, namely:

- a. Tangibles: Quality of services in the form of office physical facilities, computerized administration, waiting rooms, places of information that indicate their existence to external parties.
- b. Reliability: The ability and reliability to provide the promised service accurately and reliably.

- c. Responsive: The ability to help and provide services quickly and precisely, and responsive to consumer desires.
- d. Assurance: The ability and friendliness and courtesy of employees in assuring consumer confidence or assurance and certainty. Consists of several components, including communication, credibility, security, competence, and courtesy.
- e. Empathy: Firm but attentive attitude from employees towards consumers. Give sincere and individual or personal attention is given to customers by trying to understand the desires of consumers where a company is expected to have an understanding and knowledge of customers, understand customer needs specifically, and have a comfortable operating time for customers.

### **Entrepreneurship**

According to Suryana in Entrepreneurship: Tips and Processes for Success (2013), entrepreneurship is a process of applying creativity and innovation to solve and seek opportunities from problems faced by everyone in everyday life. Creativity is the ability to create new ideas by combining, changing, or reconstructing old ideas. While innovation is the application of the discovery of a new production process or the introduction of a new product

### **RESEARCH METHOD**

Based on the background of the problem and research objectives, the research approach uses qualitative research methods with descriptive analysis methods. The use of this method is to study and describe qualitatively, how the quality of One District of Entrepreneurship (OK OCE) service quality is now known as Integrated Entrepreneurship Development (Integrated Entrepreneurship Development) in Jatinegara District, East Jakarta Administrative City. All data obtained directly from informants in the field using interviews and observations. Data needed in this study include primary and secondary data.

1. Primary data obtained by researchers through field research originating from the informants directly in the field by conducting interviews related to the quality of OK OCE / Integrated Entrepreneurship Development services in Jatinegara District, East Jakarta Administrative City. The data search centered on information relating to the focus of this study regarding five dimensions that can measure the quality of services provided to members of the OK OCE / Integrated Entrepreneurship Development in Jatinegara District, East Jakarta Administration City.
2. Secondary data in this study were obtained by studying documents, research journals, magazines, newspapers, and textbooks. This secondary data covers a variety of things, including geographical and demographic conditions, socioeconomic, and cultural conditions of the study area. So there are two sources of data in this study, namely informants and written documents.

### **RESULTS AND DISCUSSION**

To measure the service quality of Integrated Entrepreneurship Development Operations Unit of KUKM and Trade of Jatinegara District, the author uses the theory of Zeithaml, et al (1990) (in Hardiyansyah, 2018) which indicates five service quality indicators, namely: Tangible appearance, reliability (Tangible), Reliability (Tangible), Reliability (Tangible) Reliability), Responsiveness (Responsiveness), Guarantee / Assurance (Assurance) and Concern (Empathy).

The five approaches are used to measure the satisfaction of people who are members of the Integrated Entrepreneurship Development. Because good or bad a given service depends on



how the Integrated Entrepreneurship Development members feel the touch of services offered. In the following, the author will explain the five dimensions that serve as benchmarks for the quality of Integrated Entrepreneurship Development services by the KUKM Implementing Unit and trade-in Jatinegara District.

To get quality measurement results, the author uses the informants' assessment grouped into the following criteria :

**Table.2 the Informants' Assessment Grouped Into The Criteria**

Average Value	Description
4,60 - 5,00	Very Good
3,60 - 4,59	Good
2,60 - 3,59	Enough
1,60 - 2,59	Bad
0 - 1,50	Very Bad

**First,** The tangible dimension is one of the parameters that must be considered by public service providers. This dimension is the dimension that was first witnessed and felt directly by the service recipient, even before the service was provided. Zeithaml et al (in Hardiansyah 2018) explained that the tangible dimension is the quality of service in the form of physical facilities, equipment, personnel, and communication. This dimension is observed and felt directly by the people served. The service will be good if this tangible dimension is considered and well prepared. The first impression of service delivery will be reflected in this tangible dimension.

Tangible dimensions in this study will be explained about the convenience of Integrated Entrepreneurship Development services seen from the condition of buildings, parking lots, waiting rooms, toilets, coaching clinic places, and Integrated Entrepreneurship Development service places. Integrated Entrepreneurship Development members will have perceptions about Integrated Entrepreneurship Development services in Jatinegara District carried out properly if the condition of the building and the facilities provided are in line with the expectations of service users. Their hope is the comfort given in the Integrated Entrepreneurship Development's service.

Based on observations it was found that the Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District has limited physical facilities in the form of a joint secretariat office which is also used as a coaching and counseling service for Integrated Entrepreneurship Development participants. The room, which is only 2.5x6 m in size, is used as a secretariat office that houses work tables, facilities, and infrastructure for Integrated Entrepreneurship Development facilitators to serve Integrated Entrepreneurship Development members in Jatinegara. Besides, the Integrated Entrepreneurship Development members' documents are also stored in the cabinet filling in this room, this place is also used to conduct coaching of Integrated Entrepreneurship Development members who need assistance in doing their business. Between the Secretariat Office which is used as the Back Office of Integrated Entrepreneurship Development services and its Coaching location is only limited by partition. The waiting room provided can be categorized as inappropriate because it is only given a few benches and placed in front of the office terrace. There is no special room available for Integrated Entrepreneurship Development members to wait for their turn to be served, most of them use the front of the little mosque which is located right in front of the Integrated Entrepreneurship Development office to wait.

The provision of a large enough parking space for vehicles strongly supports the service facilities to the community properly. This is because the Jatinegara sub-district is adjacent to the Cipinang Cempedak sub-district, so there are several vehicle parking bags available at several points in these two locations.

From the results of interviews and observations, triangulation of data is carried out by looking at the theory put forward by (Parasuraman 2001: 32) that service quality is the actual form physically visible or used by employees according to their use and utilization which can be felt to help the services received by people who want service, so that they are satisfied with the service felt, which at the same time shows work performance for service delivery, it is found that the services provided by the Jatinegara District Implementing Unit to Integrated Entrepreneurship Development members on the tangible dimension are **Enough** as the result below :

**Table.3 Jatinegara District Implementing Unit to Integrated Entrepreneurship Development**

Service Quality	Indicators	Value	Average
Tangible	Condition Of Buildings	3,60	3,54
	Parking Lots	4,33	
	Waiting Room	1,50	
	Toilets	3,83	
	Coaching Clinic Places	3,16	
	uniformity of officers	4,83	

The results of the 2018 evaluation were carried out well. When the services held on the third floor with only access to stairs are not friendly to persons with disabilities and the elderly because it will make it difficult for them to access services. So that the Integrated Entrepreneurship Development members were happy to receive services from Integrated Entrepreneurship Development facilitators, however, the provision of service rooms that were still minimalist and made it difficult for coaching services for Integrated Entrepreneurship Development users should be re-evaluated so that the Integrated Entrepreneurship Development services would be maximized felt.

The unavailability of a representative waiting room will disrupt Integrated Entrepreneurship Development services, this is due to the transfer of rooms from the 3rd floor to the ground floor, where most of the ground floor has been filled for other services so that the remaining space for Integrated Entrepreneurship Development services is only 2.5 x 6 offices meters and waiting room on the front porch. Although in the author's interview with the Integrated Entrepreneurship Development members they stated that no important issues were available on the ground floor and could still wait in the mosque, this was not justified because it was not following Provincial Governor Regulation number 64 of 2008 concerning Standardization of Public Service Rooms which required providing space Wait. If this condition is left unchecked and is not corrected immediately, while more and more Integrated Entrepreneurship Development members are increasing, it will cause inconvenience in waiting for the service queue.

Provision of training facilities is also felt well by the Integrated Entrepreneurship Development members, it's just that the air conditioner which is supposed to function properly is in a damaged condition and waiting for repairs if the air conditioner has functioned as it was then the training service will be maximized, as well as toilet facilities that are quite clean, spacious parking facilities, little mosque facilities and uniformity of officers who use clothes neatly and politely. From the several advantages and disadvantages of the Jatinegara District KUKMP Implementing Unit above, the quality of service in the tangible dimension is quite good.

**Second**, the dimension of Reliability is important and should not be ruled out in public service. Reliability includes work consistency (performance) and the ability to be trusted (dependability) (Zeithaml 1990). In this dimension service providers are required to serve the community as service users based on service procedures to cause satisfaction to the community.

Measuring The Reliability dimension to find out the quality of Integrated Entrepreneurship Development services in the Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District by the ability of Integrated Entrepreneurship

Development assistants and coaches how to inform Integrated Entrepreneurship Development members about business development, the existence of clear service standards and the ability of mentors and coaches in using assistive devices used in the Integrated Entrepreneurship Development service process.

The first will describe how coaches and facilitators can provide information related to business development to Integrated Entrepreneurship Development members. The ability to provide information is a very important factor that will demonstrate the professionalism and expertise of service providers to Integrated Entrepreneurship Development members. How is it possible for members to develop their business if the mentors and coaches are not able to explain the way for the business to develop

Based on observations, it was found that the Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District was commanded by a tasks executor who also concurrently a leader in Subdistrict of Matraman and assisted by four entrepreneurial assistants who were contracted through the Individual Procurement Services mechanism. These five people are driving Integrated Entrepreneurship Development activities in Jatinegara District. These five people were able to convey information relating to Integrated Entrepreneurship Development activities in Jatinegara District from all the processes, rules, and technical steps that must be carried out by Integrated Entrepreneurship Development participants. The background of the assistants who are entrepreneurs and the training of trainers they participated in, made them mature and mastered information on the activities of the Integrated Entrepreneurship Development and related ways to develop the business, this greatly benefited the Integrated Entrepreneurship Development community members in Jatinegara sub-district if they wanted to find out information about their efforts

In this reliability dimension, it will also describe how service standards are applied to Integrated Entrepreneurship Development services. The service process is an important part of the organization of public services. Every agency that serves the public must have service standards, service standards are a guarantee of certainty for service providers in carrying out their duties and functions. The service standard is a standard that is standardized in the administration of public services as a guideline and must be obeyed and implemented by service providers and also serves as a guideline for service recipients in the process of filing requests, as well as a tool for controlling public service users on the performance of service delivery (Hardiyansyah, 2018: 36 ).

Based on observations, the socialization of the Integrated Entrepreneurship Development service standards both to the user community and to the officers was well conveyed. So that all components directly involved can control the performance of Integrated Entrepreneurship Development service delivery in Jatinegara District

The Reliability dimension can also be measured through the ability of coaches and assistants to use computers/laptops and other tools in the service process for Integrated Entrepreneurship Development members. Based on observations made, the coaches in providing training have used electronic devices to present their material. Likewise with the companions who are millennials who can fluently use computers/laptops to help Integrated Entrepreneurship Development participants

From interviews and observations, triangulation of data is carried out by looking at the theory put forward by (Sutrisno 2001: 32) that no matter how advanced technology, information development, availability of capital, and adequate materials, if without human resources it is difficult for organizations to achieve their goals. Then it can be concluded that the quality of service of the Jatinegara District KUKMP Implementing Unit on the Reliability dimension is already good

This condition can be known from the three aspects that have been described, namely: the ability of Integrated Entrepreneurship Development assistants and coaches to meet the information needs of Integrated Entrepreneurship Development members related to business development, as conveyed by informants that there are no information constraints from officers to Integrated Entrepreneurship Development members because coaches and assistants are

considered experts and professional about their work. The Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District also has clear, implemented and well-socialized service standards. As stated in Law Number 25 the Year 2009 that the organizer is obliged to develop and set service standards.

The provisions of Law No. 25/2009 above indicate that every public service delivery must have a service standard and be published to the public as a target or user of public services which guarantees public transparency. The Jatinegara District KUKMP Implementing Unit has published the service standard by tacking it in front of the entrance of the Integrated Entrepreneurship Development service office. Besides, the Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District has qualified human resources in providing services to Integrated Entrepreneurship Development members both in terms of mastery of material and information as well as in the operation of their tools. So there are no complaints about the Reliability dimension and it was **Very Good** as the result below :

**Table.4 Complaints about the Reliability Dimension**

Service Quality	Indicators	Value	Average
Reliability	The ability to inform business development	4,33	4,66
	The existence of clear service standards	5,00	
	The ability to use assistive devices	4,66	

**Third**, the dimension of responsiveness (Responsiveness) is very dynamic. Simply responsiveness (Responsiveness) is defined as a willingness to help customers and provide prompt service (Willingness to help service users and provide services properly and responsibly for the quality of services provided (Zeithml, et. All in Hardiyansyah 2018: 57). this dimension of service officers must respond quickly and be responsive to complaints submitted by service users.

The dimension of responsiveness is very important for a public service institution because the dimension can determine the satisfaction of service users. To measure the quality of service the dimension of responsiveness in Integrated Entrepreneurship Development services of Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District determined several indicators including the speed and accuracy of the Integrated Entrepreneurship Development service process and responses to complaints from Integrated Entrepreneurship Development service users.

In this dimension of responsiveness, it will be explained how the speed and accuracy of officers in carrying out Integrated Entrepreneurship Development services. Usually, service users will feel satisfied when the service can be provided quickly and precisely. The speed of service can be interpreted as the ability of service officers to complete tasks following the target time so that people as service users do not wait long for the ending of service. While accuracy can be interpreted as the suitability of service delivery with the needs of service users

Based on observations, that the services offered to Integrated Entrepreneurship Development members are seen from the response side in answering information related to business development through the WhatsApp application, coaching request-response, assistance, and timeliness of services that have been scheduled as satisfying and maximum

In this dimension of responsiveness, the Integrated Entrepreneurship Development members 'complaints and Integrated Entrepreneurship Development facilitators and coaches' responses will also be described. As service users, of course, Integrated Entrepreneurship Development members will feel valued if their complaints are responded quickly.

Based on observations, complaints from Integrated Entrepreneurship Development members are of various types, the absence of special officers who handle complaints does not make Integrated Entrepreneurship Development facilitators negligent about the obligation to

respond to complaints from Integrated Entrepreneurship Development members. Several complaints can be directly executed by Integrated Entrepreneurship Development chaperones, but some complaints must wait for resolution because they are related to the leadership's policy.

Based on the statement of the informants, the speed of response by the Integrated Entrepreneurship Development facilitators in handling various kinds of complaints and their orientation to prioritize the interests of service users. This means that with two indicators on the Responsiveness dimension, namely the speed and accuracy of the Integrated Entrepreneurship Development service process and the response to Integrated Entrepreneurship Development service user complaints. Then it can be concluded that the quality of service of the Jatinegara District KUKMP Implementing Unit in the Responsiveness dimension is **Good** as the result below :

**Table.5 The Quality Of Service Of The Jatinegara District KUKMP Implementing Unit in the Responsiveness dimension**

Service Quality	Indicators	Value	Average
Responsiveness	The speed and accuracy of the service process	5,00	4,58
	Responses to complaints	4,16	

**Fourth**, the Assurance dimension is the Dimension guarantee which very important dimension in seeing a quality of service. According to Zeithaml et.al, (in Hardiansyah, 2018: 64) indicators for the dimensions of Assurance are timely guarantees in services, guarantees of certainty of costs in services, guarantees of legality in services. Meanwhile, according to Tjiptono (in Hardiansyah, 2018: 73) Assurance (assurance) includes knowledge, ability, courtesy, trustworthy staff, free from danger, risk, and doubt.

Based on the indicators presented by the experts above, then to measure the quality of Integrated Entrepreneurship Development service of the Cooperative Micro Small Medium Enterprises (CMSME) Implementing Unit in Jatinegara District the indicators used are, the assurance of the ability of the mentors and coaches, guarantee of cost certainty, and guarantee of data security of Integrated Entrepreneurship Development participants.

The first will be explained about the guarantee of the ability of the mentors and coaches in Integrated Entrepreneurship Development services in the Jatinegara District. If the facilitators and coaches have a guarantee of their ability to provide services to Integrated Entrepreneurship Development members, the quality of service produced will also be good.

Based on the results of interviews conducted by researchers with informants on the first question of the Assurance dimension. In your opinion, do the mentors and coaches need to be given training or workshop to ensure they are capable and reliable in providing services to Integrated Entrepreneurship Development members? Obtained the fact that all informants, informants I, II, III, IV, V, VI, VII, VIII, IX, X stated that "the need for guarantees of people who train and guide them are competent people marked by the presence of a professional certificate/license for their expertise".

Based on observations, the coaches that were contracted already had certificates of expertise by the training they were in charge of. Whereas the facilitators are prioritized who have already or are currently in entrepreneurship, all have participated in TOT training (training of Trainers) and gradually have been accompanied by entrepreneurship companion licensing training so that the mentors can be certified.

The assurance dimension will also describe the certainty of service costs. The openness of service costs is an indicator of the merits of a service. The openness of service costs can be seen based on the clarity and openness of information about Integrated Entrepreneurship Development service costs. Based on interviews with several informants, got the same answer "Integrated Entrepreneurship Development Services from P1 registrants to P7 Capital facilitation is free of charge at all"



Based on observations, the entire Integrated Entrepreneurship Development process from registration, training, assistance, licensing, financial reporting, and capital facilitation is free of charge.

This assurance dimension will also describe the security of personal data of registered Integrated Entrepreneurship Development members. The security of the personal data of Integrated Entrepreneurship Development members who have been conveyed when registering is an important thing that must be maintained by the Integrated Entrepreneurship Development service providers. Based on the results of interviews with all informants, they agreed that "data that has been submitted and uploaded into the system up to now has not been misused by irresponsible parties and remains secure on the server."

From the results of interviews and observations above, then triangulation of data is done by looking at the theories put forward by Tjiptono (in Hardiansyah, 2018: 73) Assurance (assurance) includes knowledge, abilities, politeness, trustworthy staff, free from danger, risk, and doubt-nuance. The certainty of expertise assurance through the certification of coaches and assistants, the certainty of free fees that are free of charge related to Integrated Entrepreneurship Development services and the confidentiality of personal data of Integrated Entrepreneurship Development members is an indication of the quality of service of the Jatinegara District KUKMP Implementing Unit in the Assurance dimension is **Very Good** as the result below :

**Table.6 The Quality of Service at Jatinegara District KUKMP Implementing Unit the Assurance dimension**

Service Quality	Indicators	Value	Average
Assurance	Assurance of the ability of the mentors and coaches	4,83	4,94
	Guarantee of cost certainty	5,00	
	Guarantee of data security	5,00	

**Fifth**, the dimension of Empathy (Concern), namely Assertiveness but full attention from employees towards consumers. Give sincere and individual or personal attention is given to customers by trying to understand the desires of consumers where a company is expected to have an understanding and knowledge of customers, understand customer needs specifically, and have a comfortable operating time for customers

Quality public services are the need of every community because empathy is an aspect that is seen and felt by the community as service users. Tjiptono (in Hardiansyah, 2018: 73) states that the empathy dimension includes the ease in making good communication relations, personal attention, and understanding customer needs. The quality of service in this empathy dimension can be seen from several aspects, namely the provision of hospitality, special treatment to persons with disabilities, and the presence or absence of discriminatory practices in Integrated Entrepreneurship Development services.

From the results of observations, each companion is incorporated into several groups of WhatsApp Integrated Entrepreneurship Development members. The coaches also give their numbers after completing the training. This shows that they want to facilitate communication with Integrated Entrepreneurship Development members so that their difficulties can be answered immediately. From the service aspect wholeheartedly it has been classified as maximally carried out as conveyed by all informants.

The next aspect to be elaborated from the empathy dimension is a special treatment for persons with disabilities. Based on the results of interviews with all informants, "until now there have not been any persons with disabilities who registered as members of the Integrated Entrepreneurship Development Jatinegara". However, according to the statements of several KUKMP Jatinegara District implementing unit informants "apply special services to members who appear to be older, to get coaching facilities in advance compared to the others"

Based on observations of Jatinegara Integrated Entrepreneurship Development member data, there is indeed no data found of persons with disabilities as Jatinegara Integrated Entrepreneurship Development members. However, it was found out that there was a special service treatment for Integrated Entrepreneurship Development members who were considered elderly by providing waiting benches and allowing them to do coaching first without queuing.

Based on interviews and data observations, the existence of special service treatment to Integrated Entrepreneurship Development members who are considered to be elderly by providing waiting benches and allowing them to do coaching in advance without queuing shows concern for those who are considered weak. An equally important aspect of supporting the empathy dimension is the absence of discriminatory practices. Based on the results of the interview, the following are the statements of the informants. All informants stated that "the practice of discrimination against the services of Integrated Entrepreneurship Development members was not found" this is different from what was stated by one informant who stated "I am the first batch but why haven't I got the help of a storefront, while my other friends have already"

Based on observations, the informant who stated that he had not yet received a storefront was truly a member of the first batch of Jatinegara Integrated Entrepreneurship Development. And it was found that the budget for providing storefront grants to Integrated Entrepreneurship Development members had been determined by twelve units for Jatinegara District by the East Jakarta KUKMP Service Office. Because the first batch consisted of twenty-two people while the storefront assistance was only twelve units, the Jatinegara District KUKMP Implementing Unit was made a kind of evaluation to determine the priority scale of Integrated Entrepreneurship Development members who would receive a storefront grant. The assessment is carried out by the facilitators after previously offering to the group that is willing to receive a storefront grant. Because more people are willing than the existing units, then an assessment with the criteria for business potential is more advanced if there is a storefront and the potential is advanced without the need for a storefront, then the 12 people have been determined. Those who have not yet received it were explained and communicated so they could receive it.

The results of the triangulation of data by looking at the theory put forward by Tjiptono (in Hardiansyah, 2018: 73) states that the empathy dimension includes the ease of making good communication relationships, personal attention, and understanding customer needs. The wholehearted service is built on good communication by giving personal numbers to Integrated Entrepreneurship Development members to open communication, giving priority services to those who are more in need then assuming discrimination due to uneven receipt of storefront assistance, the facts on the ground can be explained with valid evidence that there is an assessment done by the Integrated Entrepreneurship Development companion on who deserves help showing there is no discrimination, which if concluded the service quality of the Jatinegara District KUKMP Implementing Unit in the Empathy dimension is **Very Good** as the result below:

**Table.7 Service Quality at Jatinegara District KUKMP Implementing Unit In The Empathy**

Service Quality	Indicators	Value	Average
Empathy	The provision of hospitality	4,83	4,66
	A special treatment to persons with disabilities	5,00	
	Discriminatory practices in services	4,16	

## CONCLUSION

Based on the results of the study it can be concluded In the Tangible Dimension, the quality of Integrated Entrepreneurship Development services is fairly Enough. In the Dimension of Reliability, the quality of Integrated Entrepreneurship Development services is very good. In

the dimension of Responsiveness, the quality of Integrated Entrepreneurship Development services is good. On the Assurance / Assurance dimension, the quality of Integrated Entrepreneurship Development services is very good. In the dimension of Concern (Empathy). Integrated Entrepreneurship Development service quality is very good. So that overall Integrated Entrepreneurship Development services are relatively good.

Among the factors that can hamper the course of the Integrated Entrepreneurship Development Program in Jatinegara District are as follows:

- a. Place of service that does not support the realization of excellent service. Narrow service offices, lack of representative waiting rooms make obstacles to the implementation of excellent Integrated Entrepreneurship Development services
- b. Sectoral ego between regional apparatuses  
There are seven regional apparatuses assigned by the Governor in Governor Regulation 102 of 2018 on Integrated Entrepreneurship Development, namely:
  - 1) The Office of Cooperatives, Micro, Small, Medium Enterprises and Trade of the Province of DKI Jakarta
  - 2) The Department of Industry and Energy of the Province of DKI Jakarta
  - 3) The Department of Food Security, Maritime Affairs and Agriculture Jakarta
  - 4) The Jakarta Provincial Manpower and Transmigration Office
  - 5) The Jakarta Provincial Tourism and Culture Office
  - 6) The Jakarta Empowerment, Child Protection, and Population Control Agency
  - 7) The Jakarta Provincial Social Service

All of the above Regional Apparatuses carry out a series of Integrated Entrepreneurship Development activities ranging from registration to capital facilitation. But there are no restrictions, segmentation, business specifications in each regional apparatus. So what happens is that the Integrated Entrepreneurship Development assistants in each Regional Apparatus are at odds, scrambling to find new Integrated Entrepreneurship Development members because they are being pursued by the target number of members that must be fulfilled by each Regional Apparatus. Assistance tasks become dormant.

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